
Equity, diversity and inclusion in television and radio: 2021-22

Report on eight of the largest UK broadcasters

Contents

Section

- | | |
|--------------------------|---|
| 1. Overview | 1 |
| 2. The numbers – 2021-22 | 2 |

Annex

- | | |
|--|---|
| A1. Summary data table – individual broadcasters | 4 |
|--|---|

1. Overview

Each year, we collect data from broadcasters on the make-up of their workforces. In 2022, we suspended our usual reporting process to overhaul our approach to data collection.¹ Some of the largest broadcasters wanted to provide data on a voluntary basis to ensure momentum and consistency, so for this year's report, we have focused on how these broadcasters have performed relative to last year and to each other, rather than the industry as a whole.² We are also pleased to be able to report, for the first time, on diversity data by geographic area, which has been provided by the BBC.

This report sets out our key findings for the eight broadcasters who provided data for 2021-22 across a range of characteristics – sex, race and ethnic background, disability, sexual orientation, age, religion or belief, and socio-economic background.

Our usual collection and reporting process will resume next year, using our updated quantitative data questionnaire, and we will report in 2023 on two years' worth of data.

¹ All broadcasters were informed that they still needed to collect and retain 2021-22 for submission alongside 2022/23 in 2023. Ofcom will report on two years' data in 2023.

² The broadcasters who provided data were Bauer, the BBC (UK Public Services), Channel 4, Global, ITV, Paramount (which includes Channel 5), S4C, and STV.

2. The numbers – 2021-22

Background

- 2.1 We are reporting here on data from eight of the largest broadcasters who represent around 90% of UK broadcasters' employees - Bauer, the BBC (UK Public Services), Channel 4, Global, ITV, Paramount (which includes Channel 5), S4C and STV. While we cannot directly track the progress of the wider industry in this report, this data continues to provide valuable insights and we can report on how these broadcasters have performed, relative to previous years and to each other. Next year, we will resume our usual collection and reporting process, and broadcasters will be required to provide data for both 2021-22 and 2022-23.
- 2.2 This year, the BBC pointed us toward the data it submitted to Ofcom for our Annual Report on the BBC. The data is for the whole BBC UK Public Services workforce and does not provide separate breakdowns for BBC TV and BBC radio services.³ As a result it is not possible to make a direct year on year comparison of the BBC's diversity at a TV or radio level. It also means that while we have been able to measure the BBC's Public Services performance relative to the other broadcasters, again, we cannot break this down to TV or radio level. The data available from the BBC this year does not include joiners, leavers, those employees who were promoted, or those who received training.⁴
- 2.3 The BBC has provided workforce diversity data for England, Northern Ireland, Scotland, and Wales. This is the first time that we have received workforce diversity data by geographic area. As set out in our Five-year review, geographic diversity data sheds light on the make-up of their workforce across the UK and allows broadcasters to understand how the diversity of their staff varies throughout the UK. We welcome and strongly support this step from the BBC and encourage other broadcasters to follow suit.

Identifying under-representation

- 2.4 Ofcom's role is to monitor the broadcasting industry as a whole and ensure broadcasters are meeting their licence conditions. Benchmarks are a comparison tool that help us to understand whether broadcasters' workforces reflect the diversity of the UK working age population more generally. Figure 1 below sets out the UK working age population benchmarks we have referred to in this report.

³ The BBC set out its preference for providing combined TV and radio workforce data in [its response](#) to our [Call for Inputs to review our Diversity in Broadcasting Workforce Surveys](#).

⁴ This is because the data provided by the BBC for 2021-22 was submitted in response to a formal information request sent by Ofcom as part of our wider annual monitoring process for the BBC and not in response to this year's voluntary questionnaire on broadcaster's diversity data.

Figure 1: UK working age population benchmarks

Characteristic	UK working age population benchmark
Gender (ONS Labour market statistics A09: Labour market status by ethnic group). Aged 16+, Apr 21-Mar 22).	52% male 48% female
Racial group (ONS Labour market statistics A09: Labour market status by ethnic group). Aged 16-64 in employment. Apr 21-Mar 22.	87% white ethnic 13% minority ethnic
Disability (ONS Labour market statistics A08: Labour market status of disabled people). Working age population, Apr 21-Mar 22.	79% not disabled 21% disabled
Age (ONS Labour market statistics Table A05: Labour market by age group: People by economic activity and age, seasonally adjusted). Those in employment, Apr 21-Mar 22.	68% under 50 32% 50+
Sexual orientation (ONS Sexual Orientation, UK: 2019. Note estimates from other sources vary ⁵). Working age population.	96% heterosexual 4% LGB
Religion (NatCen Social Attitudes Survey 36, 2018). 16+ British population.	52% no religion 48% religious
Socioeconomic background – parental occupation (Social Mobility Commission and the Bridge Group Jan 2017). Individuals aged 25-60.	33% professions 38% intermediate 29% working class
Socioeconomic background – school attended (Sutton Trust Report Leading People 2016). People in employment.	7% private school

⁵ For example, Stonewall refer to estimates of 5-7%.

Spotlight on this year's data

2.5 Figure 2 below shows how the makeup of the eight broadcasters' combined workforces compares to the national working age population.

Figure 2: Broadcasters' workforces compared to national working age population⁶ - All broadcasters (Bauer, BBC UK Public Services, Channel 4, Global, ITV, Paramount, S4C, STV)

Characteristic	All job levels		Senior management		Promotion ⁷		Visible data ⁸	
	21/22	YoY change	21/22	YoY change	21/22	YoY change	21/22	YoY change
Women	49%**	→	46%*	↑ 1%	57%**	↑ 1%	100%	→
Minority Ethnic Group	15%**	↑ 2%	11%*	↑2%	13%**	↓ 2%	90%	↓ 5%
Disabled	9%*	→	8%*	→	9%*	↑ 1%	86%	↓ 4%
LGB	10%**	↑ 2%	8%**	↑ 1%	8%**	↓ 3%	89%	↓ 2%
Aged 50+	26%*	↑ 1%	46%**	↑ 2%	7%*	↑ 1%	99%	↓ 1%
Religion	35%*	↓ 1%	44%*	↑ 2%	36%*	↑ 6%	79%	↓ 4%

* indicates the proportion is below the benchmark for the UK working age population

** indicates the proportion is on or above the benchmark for the UK working age population

Arrows indicate whether the proportion has risen, fallen or stayed the same since 2020-21

Sex

2.6 Looking at the eight broadcasters together, the proportion of women employed quite closely reflects the UK working age population (48% of which is female), just above at an all-employee level (49%), and just below at senior management level (46%). This is noticeable at Bauer, where women represent only 38% of senior managers, 7pp behind the broadcaster with the next lowest representation of women in senior roles (ITV).

Race and ethnic background

2.7 Overall representation of minority ethnic groups increased by 2pp across the eight broadcasters to 15% of workers, exceeding the UK population benchmark (13%) but

⁶ Data for each broadcaster who provided data for 2021-22 can be found in Annex 1.

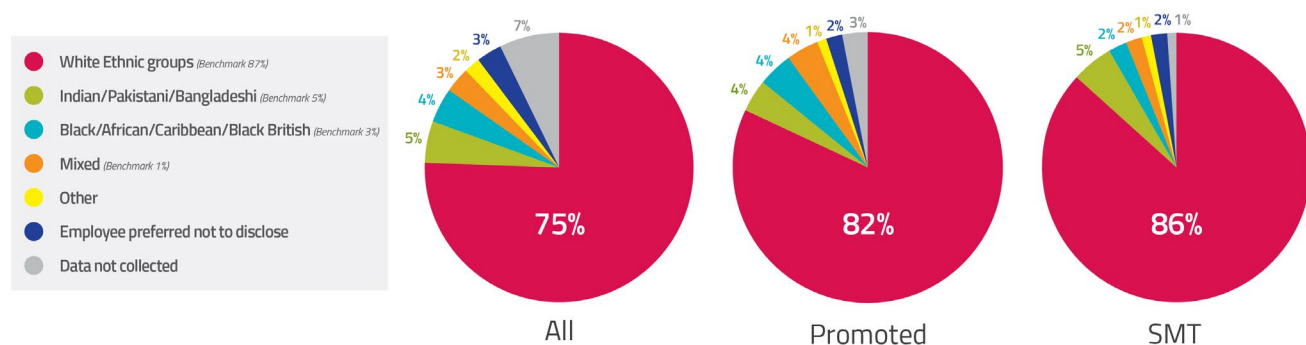
⁷ The BBC did not provide data on promotions for 2021-22.

⁸ Visible data is data that an employer has required from an employee, an employee has disclosed to their employer, and the employee has consented to share with Ofcom.

remains below benchmarks for the major cities in which a number of these broadcasters have a strong presence (e.g. London at 37% and Manchester at 28%⁹). In 2021-22, there was also a 2pp increase year-on-year in the representation of people from minority ethnic backgrounds at senior management level, rising to 9% across the eight broadcasters combined. Continued improvement is needed to fully represent the working age population at the senior management level. Of the eight, Paramount had the largest proportion of employees from minority ethnic backgrounds, both at an all-employee level (25%) and at senior management level (17%), while Bauer had the lowest representation of people from minority ethnic backgrounds in senior roles, at 2%.

2.8 It is not possible to understand the makeup of these eight broadcasters if we consider colleagues from minority ethnic backgrounds as a single homogenous group. For example, when we look at the breakdown figures for 2021-22 we can see that across the eight broadcasters, the proportion of Black employees was 4% at an all-employee level and 2% at senior management level, compared to 3% of all people working in the UK.¹⁰ For Indian, Pakistani and Bangladeshi employees, representation is aligned with the UK working age population (5%) at both an all-employee level and senior management.

Figure 3: Breakdown of employees by specific minority ethnic group, 2021-22¹¹



Disability

2.9 Disabled people continue to be significantly underrepresented across the eight broadcasters' workforces in 2021, both when taken together and individually. Disabled employees made up 9% of workers at an all-employee level and 8% of senior managers, compared with 21% of the UK working age population. All eight broadcasters must continue to take steps to improve the representation of disabled people across their organisations, as well as increase the data collected on disability to help build an accurate picture of their workforces so they can better identify how best to support and retain their staff.

⁹ Benchmark: ONS Annual Population Survey – NomisWeb. Table T05 Economic activity by ethnic group and nationality. All in employment, aged 16-64.

¹⁰ ONS Labour market statistics. [A09: Labour market status by ethnic group](#). Aged 16-64 in employment.

¹¹ Data on ethnicity of those who were promoted in 2021-22 does not include the BBC.

Sexual orientation

- 2.10 Our data show that the representation for LGB¹² colleagues exceeded the UK working age population level (4%) across the eight broadcasters in 2021-22, at 10%. This is also true at each of the individual broadcasters. For example, 10% of employees at Channel 4 identify as LGB at both an all-employee level and at senior management level. Bauer, Global, ITV and STV all also exceeded the working age population benchmark for LGB representation amongst senior managers.
- 2.11 Given the lack of consistent nationally representative benchmarks on sexual orientation, we urge broadcasters to continue to gather data and work with their employees and staff networks to better understand their individual workforces and the experiences of LGBTQ+ colleagues.

Age

- 2.12 Age continues to be one of the characteristics for which we have a high amount of visible data. We can see that these broadcasters' workforces tend to be younger than the UK working age population more generally (in which 32% of people are aged 50 or older). Of the eight broadcasters, only the BBC UK Public Services more fully represents this group, with 31% of its workforce aged 50+. Across the eight, there is however higher representation of people aged 50+ in senior management roles. For example, while those aged 50+ make up only a tenth of Global's overall workforce, they represent 22% of senior managers.

Religion or belief

- 2.13 People who follow a particular religion or belief make up 35% of the workforce across the eight broadcasters, below the level of representation in the wider population at 48%. At a senior management level, the proportion of employees who follow a particular religion or belief increases. However, there is still a significant amount of unknown data about religion and belief, and we would like to see broadcasters address this data gap.

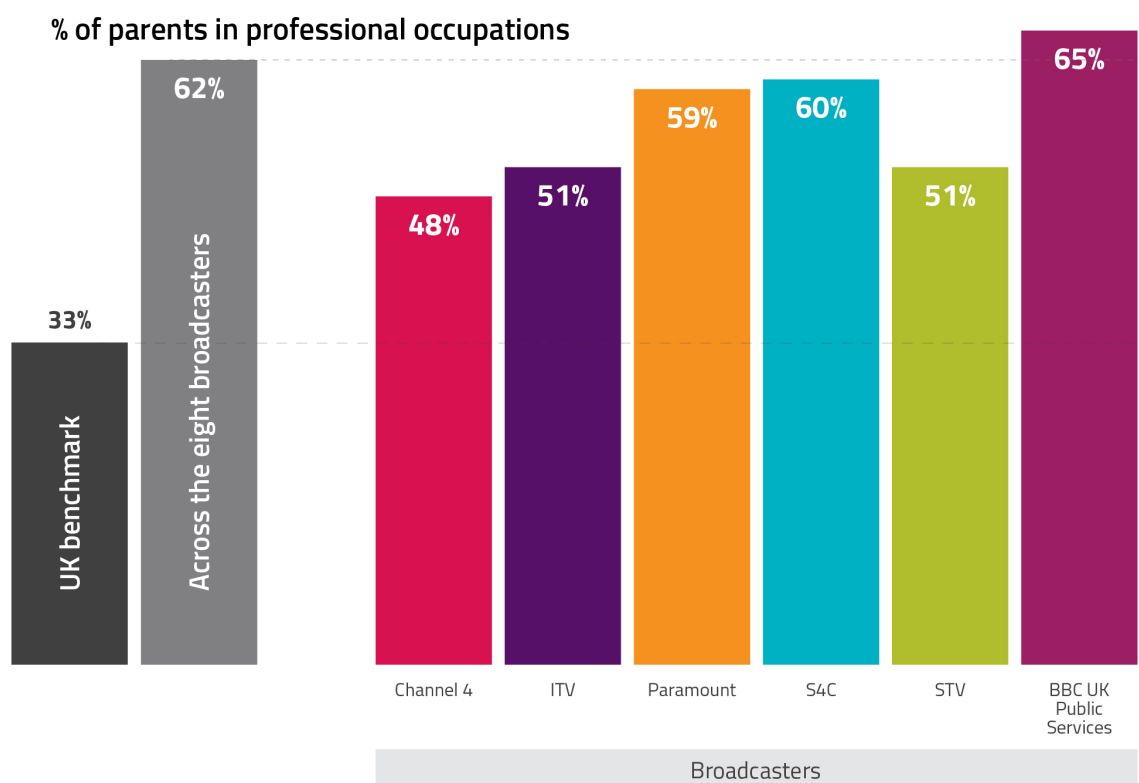
Socio-economic background

- 2.14 Ofcom began requesting data from broadcasters on the socio-economic background of their employees in 2018/19. As a result, there remain data gaps as broadcasters continue to develop their data collection in this area. In 2021-22, the data collected continue to indicate a persistent underrepresentation of people from certain socio-economic

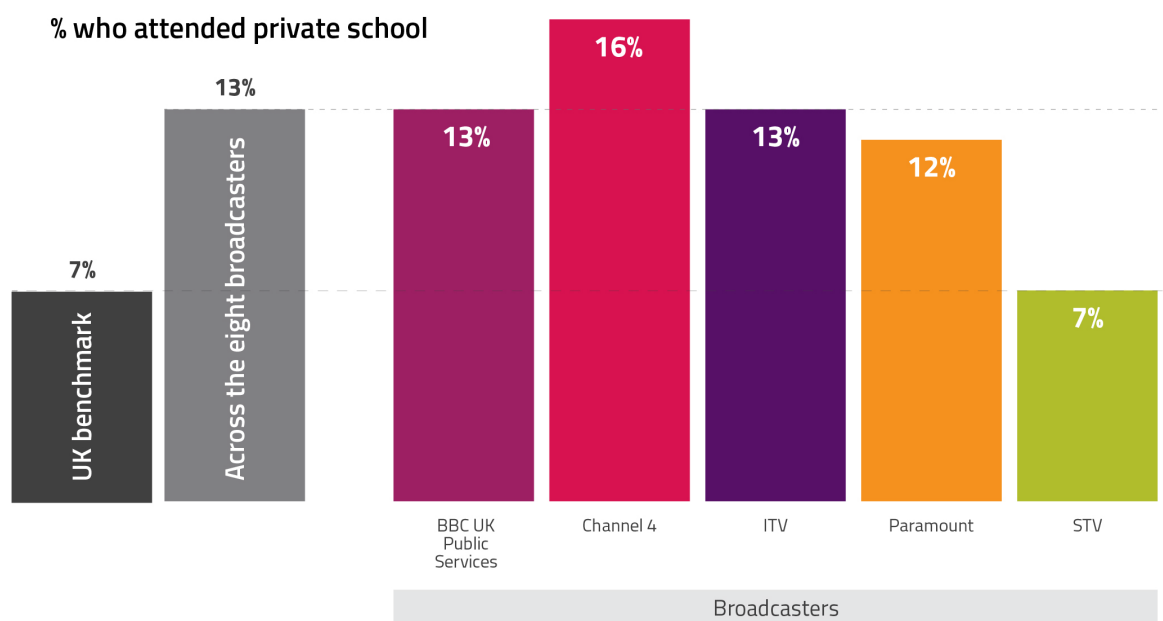
¹² To date, in requesting quantitative data from broadcasters we have used the acronym "LGB" (Lesbian, Gay, Bisexual) in place of "LGBT", "LGBTQ+" or other acronyms that encompass a broader spectrum of sexualities and identities, based on the legal definition of sexual orientation as a protected characteristic in the Equality Act 2010. However, we recognise that sexual orientation encompasses more sexualities than lesbian, gay and bisexual, and in 2023 will expand the list of sexual orientations in our quantitative data collection survey. For more information, see Ofcom's [updated quantitative data collection tool](#).

backgrounds. The latest visible¹³ data suggest that 13% of employees across the eight broadcasters attended private school, compared with the UK benchmark of 7%, and that 62% of employees had parents in a professional occupation when they were aged 14, compared to the UK benchmark of 33%. This under-representation of people from working class backgrounds was also true at most individual broadcasters who provided data. Figure 4 below looks at those broadcasters who collected data on socio-economic background in the two areas with available population benchmarks: parental occupation when aged 14 and the type of school attended. Of the eight broadcasters, Bauer and Global did not collect data on these characteristics for 2021-22.

Figure 4: Socio-economic background in 2021-22



¹³ The data gaps for socioeconomic background are so large that, for this characteristic alone, we continue to report on figures as a percentage of those who provided information (rather than as a percentage of the relevant industry workforce as a whole). This may allow us to give a more accurate picture of the likely make-up of the industry, but provides only a partial view.



Geographic diversity at the BBC (UK Public Services)

- 2.15 For the first time, this year we are able to publish some diversity workforce data broken down by geographic area. The BBC has supplied data for England, Northern Ireland, Scotland and Wales, and we encourage other broadcasters to do start to do the same. Having geographic data from a range of broadcasters would provide a greater insight on the make-up of the broadcasting workforce across the UK and allow us to better identify trends across the industry. Collecting this information may encourage broadcasters to explore data variations in their figures which could provide valuable insights into differences in the approach to EDI in local workplace cultures. It may also help broadcasters in assessing how to tackle the skill shortage the industry is facing, by enabling them to pinpoint where in the UK they want to focus their efforts to attract and retain the widest range of talent.
- 2.16 The BBC's 2021-22 geographic information shows that 81% of its workforce are based in England, compared to 8% in Scotland, 7% in Wales and 4% in Northern Ireland. We can also see that data gaps for most characteristics tend to be low and generally consistent across the UK. This suggests the BBC's messaging about the importance of sharing this data is reaching staff throughout the organisation.
- 2.17 The representation of women employed at all levels across the BBC generally reflected the makeup of the workforce in each nation, with the exception of Northern Ireland, where women were less well represented at the BBC than in the local working population (43% v 49%). In terms of representation of people from minority ethnic backgrounds at all job levels, in England, the BBC's representation of minority ethnic groups was higher than for

the English workforce as whole (19% v 16%)¹⁴. In Scotland and Wales, representation of people from minority ethnic backgrounds in the BBC's workforce reflected the make-up of each nation (5%). However, disabled workers at the BBC were significantly underrepresented at 8% to 9% throughout the UK; this aligns with overall trends for disabled representation across the eight broadcasters who provided data this year. The representation of people aged 50+ employed at all levels across the BBC in England, Scotland and Wales broadly reflected the working age population in those nations. In Northern Ireland BBC staff aged over 50 accounted for 5% more of the BBC workforce than the local workforce as a whole. There is currently no local benchmark data available for socioeconomic background, but the BBC's data shows people from working class backgrounds are most represented in Northern Ireland (26%) and least represented in England (20%).

- 2.18 Publishing further data broken down by seniority and by region may provide further clarity, including on whether the BBC's major employment hubs are also representative of local populations. Once updated figures from the recent national censuses become available, we should be able to draw further comparisons as well as conclusions from the BBC's data on religion, sexual orientation, and socioeconomic background.¹⁵

¹⁴ Benchmark: NomisWeb: ONS Annual Population survey. T04 Economic activity by ethnic group and country of birth, Apr 2021-Mar 2022.

¹⁵ This will include figures from the 2021 Census for England and Wales, and the 2022 Census for Scotland.

Figure 5: Diversity data by Nation 2021-22, BBC UK Public Services¹⁶

	England		Scotland		Wales		Northern Ireland	
	2021-22	Benchmark	2021-22	Benchmark	2021-22	Benchmark	2021-22	Benchmark
Gender¹⁷								
Men	52%	53%	51%	51%	54%	52%	57%	51%
Women	48%	47%	49%	49%	46%	48%	43%	49%
Race/ethnicity¹⁸								
Minority ethnic group	19%	16%	5%	5%	5%	5%	***	3%
White ethnic background	77%	84%	93%	95%	93%	95%	***	97%
No data	1%		1%		1%		0.3%	
Prefer not to say	3%		2%		2%		1%	
Disability¹⁹								
Disabled	9%	18%	8%	18%	8%	18%	9%	13%

¹⁶ Note that the total figures for the BBC UK Public Services in this table differ slightly from the total figures for the BBC UK Public Services in Annex 1. This is because freelancers are omitted from this Nations breakdown as they do not have a base location assigned. ***signifies where the number of employees is too low to report for data protection reasons or would allow calculation of another category too low to report.

¹⁷ Benchmark: 2020 ONS Labour Market Survey.

¹⁸ Benchmark: Annual Population Survey (Apr 2021-Mar 2022), people in employment aged 16-64.

¹⁹ Benchmark: ONS Annual Population Survey. Economically active, Apr 21 to Mar 22.

Equity, diversity and inclusion in television and radio: 2021-22

	England		Scotland		Wales		Northern Ireland	
	2021-22	Benchmark	2021-22	Benchmark	2021-22	Benchmark	2021-22	Benchmark
Not disabled	85%	82%	86%	82%	86%	82%	88%	87%
No data	2%		2%		3%		1%	
Prefer not to say	4%		4%		3%		3%	
Sexual orientation								
LGBTQ+	10%		11%		6%		7%	
Non-LGBTQ+	74%		76%		81%		80%	
No data	8%		8%		7%		9%	
Prefer not to say	8%		5%		6%		4%	
Age²⁰								
Under 50	69%	68%	69%	67%	68%	66%	63%	68%
50+	31%	32%	31%	33%	33%	34%	37%	32%
Religion								
Religious	39%		35%		40%		51%	
Non-religious	52%		58%		52%		41%	
Prefer not to say	9%		7%		8%		7%	
No data	0.04%		0%		0.3%		0.1%	

²⁰ Benchmark: Nomisweb: ONS Annual Population Survey T01: Economic activity by age (Apr 21 - Mar 22).

Equity, diversity and inclusion in television and radio: 2021-22

	England		Scotland		Wales		Northern Ireland	
	2021-22	Benchmark	2021-22	Benchmark	2021-22	Benchmark	2021-22	Benchmark
Socioeconomic background²¹								
Working class/low socioeconomic background	20%		25%		24%		26%	
Intermediate	24%		22%		21%		23%	
Professional	33%		32%		36%		30%	
Other	1%		1%		1%		2%	
No data	16%		14%		12%		17%	
Prefer not to say	6%		6%		5%		3%	

²¹ Based on parental occupation when employee aged around 14.

A1. Summary data table – individual broadcasters

	UK labour market/ population	Bauer		BBC UK Public Services		Channel 4		Global		ITV		Paramount		S4C		STV	
		21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21
Gender																	
Men	52%	45%	46%	53%	53%	41%	44%	50%	49%	45%	46%	46%	46%	16%	21%	48%	48%
Women	48%	55%	54%	47%	47%	58%	56%	50%	51%	53%	53%	52%	53%	32%	36%	52%	51%
Not collected/ disclosed (data gap)		0%	0%	0%	0%	0.3%	0%	0%	0%	1%	2%	1%	2%	50%	43%	0%	0.4%
Women in senior management		38%	40%	46%	44%	46%	45%	47%	47%	45%	45%	48%	51%	56%	50%	53%	49%
Racial group																	
Minority Ethnic Groups (MEG)	13%	7%	7%	15%	13%	18%	17%	15%	13%	13%	12%	25%	21%	***	***	7%	5%
White Ethnic Groups (WEG)	87%	87%	87%	74%	83%	75%	77%	82%	83%	76%	76%	72%	75%	***	***	89%	90%
Not disclosed		0.5%	0%	3%	3%	1%	1%	2%	2%	3%	4%	2%	2%	***	***	4%	5%

Equity, diversity and inclusion in television and radio: 2021-22

	UK labour market/ population	Bauer		BBC UK Public Services		Channel 4		Global		ITV		Paramount		S4C		STV	
		21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21
Not collected (data gap)		5%	6%	8%	1%	6%	5%	0.2%	2%	7%	8%	1%	2%	***	***	0%	0%
MEG in senior management		***	***	12%	9%	16%	12%	12%	10%	11%	10%	17%	17%	***	***	***	***
Disability																	
Disabled	21%	10%	9%	8%	9%	10%	11%	4%	4%	10%	10%	10%	10%	***	***	11%	9%
Not disabled	79%	68%	56%	78%	85%	75%	76%	91%	89%	77%	76%	73%	64%	***	***	57%	69%
Not disclosed		6%	3%	4%	4%	3%	2%	4%	5%	7%	8%	4%	4%	***	***	31%	23%
Not collected (data gap)		15%	32%	10%	2%	12%	11%	0.4%	2%	6%	6%	13%	22%	***	***	0%	0%
Age																	
Under 50 years old	68%	79%	83%	69%	69%	85%	87%	90%	89%	81%	80%	88%	88%	33%	40%	79%	78%
50+	32%	21%	17%	31%	31%	15%	13%	10%	11%	16%	17%	12%	12%	10%	15%	21%	22%
Not disclosed		0%	0%	0%	0%	0%	0%	0%	0%	2%	3%	0%	0%	7%	2%	0%	0%
Not collected/no data (data gap)		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	43%	0%	0%

Equity, diversity and inclusion in television and radio: 2021-22

	UK labour market/ population	Bauer		BBC UK Public Services		Channel 4		Global		ITV		Paramount		S4C		STV	
		21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21
Sexual orientation																	
Lesbian/Gay/ Bisexual (LGB)	4%	7%	5%	10%	9%	10%	9%	8%	7%	8%	7%	9%	8%	***	***	8%	8%
Heterosexual	96%	76%	58%	68%	76%	76%	79%	83%	81%	77%	77%	80%	79%	***	***	61%	68%
Not disclosed		3%	3%	8%	8%	5%	5%	9%	10%	7%	7%	8%	8%	***	***	31%	24%
Not collected/no data (data gap)		14%	35%	13%	8%	9%	8%	0.4%	2%	8%	9%	3%	4%	***	***	0%	0%
Religion or belief																	
Religion	48%	35%	26%	36%	39%	43%	43%	41%	41%	26%	29%	37%	35%	22%	24%	24%	26%
No religion	52%	46%	36%	47%	53%	42%	42%	46%	42%	28%	32%	47%	44%	24%	32%	44%	48%
Not disclosed		4%	3%	9%	8%	7%	7%	13%	14%	7%	8%	9%	8%	5%	2%	32%	25%
Not collected/no data (data gap)		14%	35%	8%	0.07 %	9%	8%	0.4%	2%	39%	30%	7%	13%	49%	42%	0%	0%
Socio-economic background²²																	

²² N/A means data not received for this question.

Equity, diversity and inclusion in television and radio: 2021-22

	UK labour market/ population	Bauer		BBC UK Public Services		Channel 4		Global		ITV		Paramount		S4C		STV	
		21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21
Attended private school	7%	N/A	N/A	13%	14%	16%	16%	N/A	N/A	13%	13%	12%	11%	***	***	7%	10%
Parents who had professional occupations	33%	N/A	N/A	65%	61%	48%	50%	N/A	N/A	51%	52%	59%	58%	60%	63%	51%	50%

***signifies where the number of employees is too low to report for data protection reasons or would allow calculation of another category too low to report.